

OUR POLICY

Those familiar with the policy of this store know that we never find it necessary to resort to exaggerations or inflated values in our advertising. If there is any virtue in store keeping at all, we sincerely believe it lies in keeping clear from untruthfulness and deceit.

CHAS. B. SAX & CO

MICHIGAN—COR. WAYNE STREET, SOUTH BEND.

SEND US YOUR MAIL ORDERS

We fill them promptly and correctly. Write for samples. We cheerfully refund your money on unsatisfactory purchases. Your reason is ours. We pay parcel post, express or freight charges on purchases of \$5 or more to any point within 100 miles of South Bend.

Big Savings Await You Now in the Money Saving Sale The Values are Very Exceptional

Begins Thursday, Sept. 28th, Ends Saturday, Oct. 7th

During this great Money Saving Sale we will offer, in every department exceptional values on goods now in demand, which will illustrate the price making and value giving of this great economical supply center. A comparison will prove to you our prices are much lower.

Wonderful Savings in Women's Suits, Coats, Dresses, Skirts, Waists and Children's Wear

Ready! This store is prepared for the greatest fall business in its history! Ready with vast stocks of reliable new merchandise—with startling values—with an ambition to serve MORE people and serve them BETTER than ever in the past. This page contains only a small part of the hundreds of items most in demand at very much under usual selling prices.

THE COATS ARE ALL SPECIALLY PRICED AT \$7.95, \$10.00, \$15.00, \$19.95 AND \$25.00

Needless to say this is the coat sale of the season! Right at the beginning of the cold weather period such coats as these, at the prices we have been enabled to place upon them through our plans and fortunate purchases, are sure to cause intense interest among all women who appreciate values—especially when the increases in the cost of materials, trimmings and dyes are considered.

At \$7.95 there are pretty black Kerseys. At \$10.00 there are fine Noctelies, Mixtures and Zibelines, in variety of new fall shades. At \$15.00 Velours, Fancy Plush and Corduroy in the most pleasing fall shades.

At \$19.95 a beautiful line of the most wanted materials and colorings.

At \$25.00 to \$45.00 you will find charming creations of Plush, Velours, Broadcloth and Velvets, in flare and belted styles, with large collars, velvet and fur trimmed.

WOMEN'S AND MISSES' FALL SUITS

The Season's Best Styles, Colors and Fabrics, VERY SPECIAL AT \$15.00, \$19.95 AND \$25.00

Here you will find all that's new in fall suits—in styles that are correct for wear on all occasions—specially priced—suits that compare favorably in quality and workmanship, with much higher priced garments.

Pretty Suits of all wool poplin, in a variety of fall shades, our price \$15.00. Fine, attractive Suits of poplin, serge and gabardine in blue, green, brown and black, unusual values at \$19.95.

Charming Suits of fine serge, poplin, broadcloth, gabardine and velour checks, brown, blue and green. Extra values at \$25.00.

THE DRESSES ARE JUST LOVELY!

The Materials are Poplins, Serges, Satin and Taffeta, in a variety of pleasing new fall colors. They are all specially priced at \$10, \$15.00 and \$19.95.

THESE SKIRT PRICES SAVE YOU MONEY

Skirts were never more popular or never quite as pretty as this season's. You can always make good use of an extra skirt or two, especially at our low prices on New Fall Skirts. Priced from \$1.98 to \$10.00.

The Materials are serge, poplin, plaids, checks, silk taffeta, Chuddah cloth, satin and fancy stripes. The Colors are the popular shades most in demand.

The Prices are special at \$1.98, \$5.00, \$6.95, \$7.50 and \$10.00.

Our House Dresses save you money. Dresses well made of gingham and percale, nicely trimmed, at 59c and 95c.

Warm Fleece Lined House Dresses at \$1, \$1.50

House Dresses, in checked and striped percale with elastic belt and sleeves, buttoned in front, trimmed in plain colors. Wonderful values at .75c.

Children's Wool Dresses from \$1.98 to \$5.00. Children's Wash Dresses, for school wear—priced at .49c, 69c, \$1.00, \$1.49 and \$1.95.

NEW FALL WAISTS PRICED FROM 59c TO \$7.50

Here is another section where our customers have learned to save money. Always something new—always at prices you like to pay.

White Voile and Lawn Waists at 59c

Fern Waists are wonderful values at \$1.00

We receive two new styles from New York each week. They come in a sealed envelope, correct in style, material and fit. To make a long story short they are the best waists selling at \$1.00.

Silk Waists, made of Tub Silks, Crepe de Chine and Satin, in a variety of new shades, specially priced at \$1.98.

Lovely Silk Waists, delightfully made of fine quality Crepe de Chine and Taffeta, in pleasing shades of maize, flesh, white, Russian brown, green, navy and black. Usually sold at much higher prices. Our price \$2.98.

Charming Georgette Crepe Waists in a pleasing shade assortment, beautifully trimmed in gold braid and metal beads. Priced at \$5.00 and \$7.50.



Blankets---Comforters

Saves You Money

News of this sale, coming just when your blanket and comforter needs are most apparent, should be of great interest to thrifty shoppers.

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| Cotton Blankets, size 40x68, in grey, tan and white, with pink and blue borders, pair 49c | All Wool Blankets, size 68x80, in pink, blue, tan and grey plaids. These are beautiful blankets. Made of pure soft wool that does not scratch, price, pair \$6.50 |
| Cotton Blankets, size 50x74, in grey and tan, with pink and blue borders, pair .79c | Baby Crib Blankets, size 29x39, in pink and blue animal designs 49c |
| Cotton Blankets, size 60x76, in white, tan and grey, with pink and blue borders, pair .98c | Baby Crib Blankets, size 36x50, in pink and blue animal or floral designs .75c |
| Cotton Blankets, size 64x80, in grey, with black, pink and blue borders, pair \$1.25 | Robe Blankets, size 36x50, in dark colors, Indian design, good heavy weight .49c |
| Cotton Blankets, size 74x80, good heavy weight, grey and white, with pink and blue borders, pair \$1.49 | Comforters, size 72x78, in Persian and floral designs, silk-line covering, good weight, sanitary cotton \$1.98 |
| Wool-Nap Blankets, size 72x80, heavy weight, in grey and tan, with pink and blue borders, pair \$1.98 | Comforters, size 72x78, in Persian and floral designs, silk-line lining, light and dark colors \$2.49 |
| Wool-Nap Blankets, size 72x80, extra heavy weight, silk bound, colors grey and tan, with pink and blue borders, pair \$2.49 | Comforters, size 72x78, light and dark colors, in Persian and floral designs, with plain color borders \$2.75 |
| All Wool Blankets, size 70x80, in pink, blue, tan and grey plaids, pair \$4.98 | Comforters, size 72x90, in satine covering, floral design centers, with plain borders, in pink, blue, yellow and green, extra weight \$2.98 |

Our Fall Millinery

Saves You Money

Exceptional Values at \$2.45, \$3.25 and \$3.95



At \$2.45 there are mushroom, rolling sailors, flat sailors and continental shapes, in Velvet and Felt styles. Trimmed with Ribbons, Feathers and Flowers. Fine values at only \$2.45.

At \$3.95 there is a variety of sailors, poke bonnets, turbans and draped hats, beautifully made with the season's latest trimmings.

At \$3.25 there are large sailors, poke bonnets and side and back roll shapes, in rich Velvet styles. Trimmed with Ribbons, Feathers, Wings and Flowers.

We are also showing an attractive line of New Fall Pattern Hats. Priced from \$4.95 to \$7.50.

Dress Goods, Silks and Velvets

Save You Money

Every woman who plans to make apparel of any kind this season will find it of interest and profit to visit this section with its thousands of yards of dependable silks and woolens awaiting to be made up into suits, skirts, dresses, waists and underwear—and every yard saves you money.

Note the prices below—

NEW FALL WOOLEN FABRICS 49c YD.

One long table of New Fall Woolen Fabrics. An endless variety of patterns and shades. Materials are Storm Serges, French Serges, Granites, Scotch Mixtures, Panamas, Vigoreaux Serges, Plaids and Fancies. Widths range from 36 to 40 inches wide. Just the thing for Children's School Dresses. Specially priced at yard 49c. 42 INCH NEW FALL WOOLENS ONLY 75c YD.

Smart and Snappy Tailored Materials in all the latest approved colorings for Fall. Materials: Serges, Fancy Granites, Invisible Stripe Suitings, Black and White Checks and Plaids. Very Special, only, yard .75c. Corduroy in the new Plum shade, 28 inches wide, beautiful silklike finish, wide welt. Special only, yard .79c.

Coatings, a large assortment of plaid double-face effects, heavy mixtures, Zibelines and Salts heavy Coating Plush, widths range from 52 to 46 inches wide. Priced from \$1.95 to \$5.00 yard.

Satin Meteors, 40 inches wide, rich and handsome. The approved fabric for the ensuing season. All the most pleasing shades are to be found in the big assortment. Wonderful values at yard \$1.50.

Satin-like fabrics are among the favored materials for Fall. We offer now at a time when merchandise of this character is making daily advances. These strong silk items at big savings.

Satin Mesaline, 27 inches wide, soft and clingy, beautiful lustrous finish. 60 new approved shades for Fall to choose from at only, yard .85c.

NEW FALL TAFFETA SILK ONLY \$1.25 YD.

Here is a silk taffeta that awaits comparison, 35 inches wide, soft chiffon-like texture combined with a rich lustrous finish. In a most pleasing shade assortment and a splendid value at yard \$1.25.

Just Received a Large Shipment of

NEW FALL VELVETEENS ONLY 69c YD.

Splendid for Suits, Coats, Skirts, Children's Dresses and Trimmings. Excellent quality with a soft silk finish and substantial erect pile. Choice selection of Fall shades. 23 inches wide, at yard, only .69c.

18 inch Trimming Velvets, all the latest and approved shades of Fall, at yard .98c.



Splendid Line of BLACK SILK

- Here at the Old Low Prices
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| 36 inch Black Dutchess Satin, yard | \$1.25 |
| 36 inch Black Dutchess Satin, yard | \$1.35 |
| 36 inch Black Dutchess Satin, yard | \$1.50 |
| 40 in. Black Liberty Satin, yd. | \$1.89 |
| 40 inch Black Pussy Willow Taffeta, yard | \$1.95 |
| 36 inch Black Chiffon Taffeta, yard | \$1.25 |
| 36 inch Black Chiffon Taffeta, yard | \$1.50 |
| 36 in. Black Skinner's Silk, yd. | \$1.49 |
| 36 inch Black Habutai Silk, yard, 98c | |

All Pure Linen Table Damask. Just received an attractive line of fine new linens, 70 and 72 inches wide. Specially priced at yard, \$2.00, \$1.75, \$1.50, \$1.25 and .98c. Trimmings and Dress Findings can be purchased here at a great saving. Our salespeople in the Piece Goods Department are experienced in making up garments. Don't hesitate to ask them questions. They will be pleased to help you.

Knit Goods

Save You Money

We can save you money on knit goods as we bought early and at a great saving. We will give you the benefit of our lucky purchase. Every garment is pure all wool, well made and will give complete satisfaction.

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| Children's Knit Leggings, in red, white and grey, with or without feet, at .49c and 98c | knit jacket, without sleeves, in plain white and black, trimmed in different shades. Priced at \$1.98, \$2.49 and \$3.98 |
| Infants' Sweaters, in plain red and white, trimmed in blue and pink, each .89c | Misses' and Children's Knit Caps, in all colors. Very Special at 49c, 65c, 75c and .98c |
| Children's Combination Sets, in variety of colors: Sweater, cap and leggings, set \$2.98 | Women's Cardigan Jackets, in grey, black and chinchilla. Good values at \$1.25 to \$2.98 |
| Scarf and cap, set \$1.00 | Women's Knit Spencers, a jacket with sleeves, to be worn under the coat, in white and grey \$1.49 |
| Women's Snugglers, a heavy | |

Underwear and Hosiery

Saves You Money

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| Women's Heavy Fleece Union Suits, high neck and long sleeves, some garments have slight imperfections, but does not hurt the garment. Sizes 34 to 44. These are wonderful values at suit .75c | Men's Heavy Fleece Shirts and Drawers, garment .39c |
| Women's Wool Union Suits, specially priced at \$1.49, \$1.98 and \$2.98 | Women's Silk Hose at 50c, \$1.00 and \$1.50 |
| Women's Wool Shirts and Drawers, in white and grey, garment .98c | Women's Fine Mercerized Lise Hose, pair .25c |
| Women's Medium Weight Shirts and Drawers, garment, at .25c | Women's Heavy Fleece Lined Hose, pair .25c |
| | Women's Pure Woolen Hose, pair .49c |
| | Children's Fay Stockings, wool, pair .49c |
| | Men's and Women's Flannellette Gowns, with or without collars, all full sizes. Specially priced at 45c, 65c and .95c |

Notions and Toilet Articles

Always Underpriced Here

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| Fleisher's Knitting Yarn, assorted colors, skein .40c | Jap Rose or Palm Olive Soap, generally sold at 10c cake. Our price, 6 cakes 35c |
| Sunlight Knitting Yarn, assorted colors, skein .38c | Jap Rose Cold Cream, special, jar .19c |
| Women's Felt Slippers, leather soles, uppers nicely trimmed with ribbon, assorted colors and sizes. Special, pair \$1.00 | Listerine, large bottle, special at .39c |
| Women's Knit Slippers in assorted colors and sizes, per pair .75c | Jap Rose Talcum Powder, our price .10c |
| King's Thread, 200 yard spool .2c | Cuticura Soap, everybody knows it, our price .19c |
| DeLong's Hooks and Loops, black and white, card .7c | Juvenile Soap, box of 3 cake, at .19c |
| Pearl Buttons, 2 cards for 5c | Woodbury's Facial Soap, our price .19c |
| | Kirk's Soaps, 5c values, 3 for .10c |

Women's and Children's Wool Sweaters

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| Children's priced at | \$1.00, \$1.49 and \$1.98 |
| Women's priced at | \$1.98 to \$7.50 |
| Women's Fine Warm Bath Robes, priced from | \$1.98 to \$5.00 |
| Children's Robes | \$1.00 to \$1.98 |

Housefurnishings at a Saving

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| Aluminum Round Double Roasters, heavy weight, only \$1.00 | Ball Mason Fruit Jars, complete with rubbers, pints 45c; quarts 55c; half gallon .75c |
| Pure Aluminum Table Set, consists of salt, pepper, toothpick holder and stand, at .21c | Extra Heavy Fruit Jar Rings, 2 doz. for .15c |
| Perfection Oil Heaters, guaranteed smokeless and odorless, full size body, nickel trimmed. Our price \$3.79 | Fruit Jar Caps, porcelain lined, dozen .20c |

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| Granite Preserving Kettles, 8 and 10 quart, blue and white lined, only .39c |
| American Family Soap, 10 bars 39c |
| Berry Sets, with gold and ruby decorated, large bowl and 6 fruits to match, set .98c |
| 100-Piece Dinner Sets, white porcelain, gold decorated, complete set for 12. Sale price \$9.00 |